



# The Medellin Consumer:

## LOCAL OR GLOBAL?

### A PSYCHOGRAPHIC APPROACH

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#### Abstract

The present process of globalization have led to relevant changes in the supply and demand of all economies and in the standardization tendencies of business. In view of this, a question arises: What happens with the regional conglomerates of consumption? Such a question brought us to the consolidation of a study on the profile of the consumer in Antioquia (please see geographical location on paragraph 2 below); the results shown here include five great conglomerates (or clusters) obtained by multivariate analysis, from the population of strata three, four and five of the city of Medellín. This constitutes the accomplishment of a first step in the line of studies on the behavior of the Antioquian Consumer. The central idea has been to investigate the relevant aspects in matters of consumption of a representative cluster of the Medellín population. The purpose of this effort is to enhance the education processes on the subject, and to give account of the changes generated by the process of economic liberalization initiated ten years ago in Colombia.

Los actuales procesos de globalización han presionado cambios significativos en la oferta y la demanda de todas las economías y tendencias estandarizadas de negocios, ante lo cual surge la pregunta: Qué ocurre con los conglomerados de consumo regionales?, dicha pregunta nos orientó a la consolidación de un estudio sobre el perfil de consumidor en Antioquia; los resultados que se presentan incluyen cinco grandes conglomerados obtenidos por análisis multivariado entre la población de los estratos tres, cuatro y cinco de la ciudad de Medellín y constituyen los logros de un primer paso en la línea de estudios sobre el Comportamiento del Consumidor Antioqueño. La idea central ha sido indagar los aspectos relevantes en materia de consumo del residente de Medellín para potenciar los procesos de enseñanza al respecto, y dar cuenta de los cambios que ha generado el proceso de apertura económica, iniciado hace ya diez años en Colombia.

Key Words: Consumer Behavior, Cluster, Multivariate Analysis, Demographics, Psychographics.

Palabras Clave: Comportamiento del consumidor, Cluster, Análisis Multivariado, Demografía, Sicografía.

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Profesors of the University of EAFIT marketing department, Medellín, Colombia. Topic of research: The Antioquian consumer, Module 1 (1998-1999). What is presented is a synthesis of the significant clusters found in the object population of the study.

## 1. Introduction

The opening up of the Colombian economy and the globalization of international markets have generated the necessity to acquire new knowledge in order to confront the constant challenges of today. The phrase "Think global and act local: glocal", so widely spread by Levitt, Kotler, and other researchers in marketing, is no longer just a simple theoretical concept, but a basic principle that illustrates the necessity to deeply know the characteristics of the target market, relying on the essential elements of each culture, which in turn facilitates the development of the necessary tools so that countries and companies may reach their objectives profitably. The application of the global trade theory has become a reality. A reality that demands more information of the regional and local consumer. This makes pertinent the purpose of understanding the consumer's particularities, similarities and differences amongst other regions and cultures. This understanding permits the offering of more efficient goods and services, which will potentially satisfy the needs of the consumer.

Around such dynamics it becomes pertinent for EAFIT University in general and the Marketing Department in particular to systematically lead the new challenges for demanded knowledge. Thus, we pose two questions: What characterizes the Antioquian consumer? What is the Antioquian consumer's demographic base, together with his/her activities, interests, and opinions? Such questions are here assumed academically and professionally, especially in view of the lack of commercial studies that offer satisfactory answers to such generalities. We invite the reader on a journey through the different facets of Antioquian consumer behavior today.

We start off with the demographic characteristics and head to an in depth analysis of daily activities such as work, free time, social events, and interests in terms of preferences and

priorities having to do with family, recreation and community. We then end with consumer opinion about politics, the economy, the culture, and ecology.

This research on the adult Antioquian consumer is based on the premise that consumption is a human behavior in which general habits of purchasing are influential factors in the shaping of the Antioquian consumers' mentality and activities within their daily routine. Therefore purchasing is viewed as a manifestation of the interactive nature of the individual, which can better be understood by comprehending the set of variables that describe the behavior of the people who are being analyzed. It is important to note that it is the intention of the study to offer descriptive criteria rather than explanatory criteria.

## 2. Short Presentation of The State of Antioquia:

The state of Antioquia is located at the northwest corner of Colombia. The history of the region contains the value and integrity of its people and shows the weight it carried throughout the development of the country. The economic development of Antioquia has grown shoulder to shoulder with its cultural forming, and the people of this region have strong roots in their traditions. Most of the state's economy has long been based on agriculture, livestock and mining exploitation

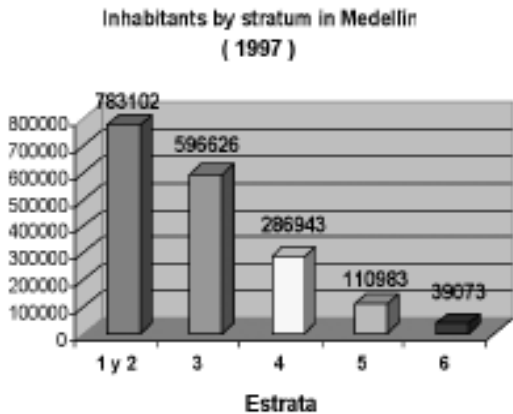
## 3. Short Introduction to The City of Medellín, The Region Under Study.

Medellín, the state capital is the center of industrial activity where most primary, secondary and professional development is carried out; hence creating a fertile terrain for research and development which have led to well known studies internationally in the health and medical fields. Such studies include cardiovascular treatments and hospital facility development. The capital of Antioquia is considered the second most populated city in

the country, second in industrial development, and the first in urban development and quality of life. Located in the beautiful Valley of Aburra, it is known as the “city of the everlasting spring” due to its year-round mean temperature of 73° Fahrenheit (23° Celsius, with a minimum of 18°C and a maximum of 30°). Its industrial thrust and economic development have made the city a leader in conventions of international nature, mainly in the textile industry, with two big annual fairs - “Inexmoda” and “Colombiatex.” Progress in health, cultural aspects, scientific and educational development all show the daily endeavors of the city.

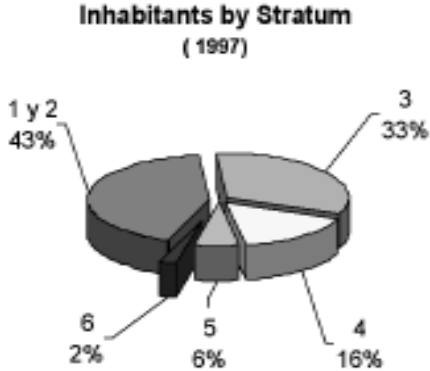
Cultural events such as The International Festival of Poetry, where more than fifty countries participate, and the Flower Fair have contributed to its reputation and demonstration of national pride. Medellín is the only city in Colombia with a mass transportation. The Metro rail system. The city also plans to integrate all the surrounding towns using short trains throughout the whole Aburra Valley. Medellín is also becoming a Latin America’s cultural city. Its “Ciudad Botero” project offers Fernando Botero’s (illustrious son of Medellín) sculptures and painting collections.

3.1. Social-Economic Strata:



Source: Anuario Estadístico Metropolitano de Medellín, 1997

<sup>2</sup> A stratum is a socioeconomic division which allows public services, education, and taxes to be charged according to socio-economic condition.



Source: Anuario Estadístico Metropolitano de Medellín, 1997

The Medellín area is divided into sixteen geographic sub-areas called “comunas”, each one containing up to ten neighborhoods (“barrios”). The inhabitants are classified into six socio-economic strata two. The criteria in classifying includes: access roads, size of home area and quality of houses, cost of basic public services such as transportation, telephone, water, and electricity supply. Strata one and two contain 43% of the total population. They have very low income of less than US\$150 monthly. The average occupancy per housing unit (house size: 25-40 sq. mt.) is 8 people. Basic public services provided to these communities are poor. Education rarely passes the primary level. These two strata also have the highest demographic increase rate.

Stratum three contains 33% of the total population. The average income is US\$300 per month. The housing unit is around 70 square meters and has an average occupancy rate of five people. Public services are good. Their education ascends to the secondary level. This stratum has a relatively low demographic increase rate.

Stratum four contains 16% of the total population. The average income is US\$ 500 per month. The housing unit compared to the previous strata is much larger. The occupancy

rate per house is four people. Public supply of water, electricity and communications is also good. The education level reaches the university. The demographic growth rate is also relatively low. Stratum five contains 6% of the total population. The average income is over US\$1.000 per month, the housing unit is usually owned and located in neighborhoods with full coverage of public services. The occupancy mean rate is four people. The education level goes up to post graduate and master's degrees. The demographic growth rate is also very low.

Stratum six contains a mere 2% of the total population. The difference between stratum five and six is that the people of stratum six have the highest income, which is well over the US\$2000 range. This stratum population also owns or controls most of the commerce and industry. The housing unit is around 300 square meters. The occupancy rate is about three to four people per household. The education level is well over secondary school almost always reaching the undergraduate and master's degree. The demographic growth is very low.

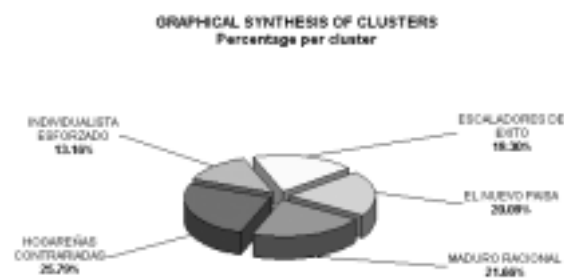
The study here concentrates on stratum three, four and five since they are the most representative groups. Strata one and two were not taken into consideration due to the difficulty in gathering information and their low purchasing power. Stratum six was not considered because of their low percentage representation.

#### 4. Findings of The Multivariate Analysis

The study identifies five large clusters with the multivariate analysis. What have been reported in the document are the results of this analysis. This data represents a step beyond in our knowledge of the Antioquian consumer, thus allowing each company to analyze their product segment accordingly. This type of research should and will continue in order to

learn in depth the particularities of our consumers. Studies like this not only improve knowledge for the academic sector, but also for the commercial sector.

We must understand that the globalization process does not standardize consumption. Instead it creates more differences and variety and a multitude of differences. Amidst all this global integration we must not lose sight of the ever changing behavior of our consumers.



Source: actual study 2000

#### 4.1. Cluster One: Disappointed Housewife: ("Hogareña Contrariada").

##### 4.1.1. Demographic Base (25.79% of The Total Study Population)

The test subject is a woman of any age from stratum three, with an education level not exceeding high school. The distribution amongst housewives, employees, students and unemployed is fairly even. Her family income is less than US\$ 300 per month and her household consists of up to five people.

##### 4.1.2. Self-Perception

Homeliness is an important characteristic of the typical person of this cluster. Along with feelings of tolerance, honesty and a self perception as being bonding, responsible, and faithful, they see themselves as non-sociable, and do not get along well with unknown people at social events.

These women realize the social and economic importance of their feminine role, and their way of thinking reflects a wide acceptance of the equality of genders in diverse tasks, jobs and responsibilities. There is a general agreement that women have the same responsibility as men as far as home expenses goes.

People in this cluster do not hesitate to change. They favor periodically changing the place of objects in the house and/or workplace. Behavior in respect to traditions and rules is relatively flexible in its fulfillment. They admit that both have to be subject to re-examination due to changing times. It is a common assertion that it is advisable to keep only what is practical and useful from tradition.

As far as values, the family is considered the central core of the society and agree that abortion is not acceptable under any circumstance. That almost everything may be obtained by money is an affirmation made by this group, and when buying a product they consider themselves local. Ecological values incorporated into the decision making process or shopping habits are non-existent. Finally, they show a great fear of being abandoned without money.

#### 4.1.3. Ambitions and Goals in Life.

Individuals in this cluster consider being useful to society as their ambition in life, which confirms the strong beliefs in solidarity, responsibility and traits of a good person. In accordance with the main ambition of being useful to society they also choose careers that will help to the development of the country.

#### 4.1.4. In Regard to Family.

The family is a value at the top of their minds. Beginning with the belief that if there are strong family values, society will reflect them, and that family values of the past were better transmitted compared to family values now; that

the family unit is presently challenged by work/career interests which tend to fragment the family unit and when mothers work, control over child education is lost. They also recognize that the Antioquian dedicates more time to work than to family. These findings may show that people in this group are living a strong conflict: to stay at home with their children or to go to work.

But, they also do not consider themselves alone in their endeavor and state that men ought to participate in the domestic tasks and that women have the same responsibility as men do when it comes to home expenses. Even though there is a belief in parental guidance and authority, they believe that parents are not always right and that all members of the family unit should participate in order to have a harmonious family unit.

#### 4.1.5. Peer and non Peer Relationships

Friends come from the work place, religious groups, the neighborhood and family, without any particular concentration in any one of them. There is not a strong dedication to friends, and do not like to organize parties at home. And when going to social events they only relate to people already known to them.

Men are seen as equal, and do not pay special attention to the different responsibilities and tasks between men and women. For them men are less expressive of their affections today than before. Staying at home with children when their partner goes out for entertainment is accepted, and know their partner will not stay at home with the children if she goes out for entertainment. With regard to some responsibilities, they think it is both partners who make the decision of buying a house, a car, home appliances and supplies.

#### 4.1.6. Surroundings (Situational Variables).

The women of this cluster express their opinions about economy, technology, and

politics. The two basic values of this woman are family and work, agreeing that nowadays people tend to buy strictly what is necessary and that a job is only to pay debts. Due to low scholastic profiles, changes and advances in technology is a continuous challenge. This makes them feel that their life is being complicated instead of facilitated, and assert with fear that technology is going to substitute men in the workplace.

Affirming that there is corruption in politics, Antioquian politicians are seen as less honest than those of other regions of the country. But at the same time highlights the politician's capabilities of leading and define politics as a way of getting power.

Despite these opinions about politics and politicians, almost all people are considered honest. In regard to the country and the peace process there abounds a pessimistic position, and think that Colombia is in an everlasting war. The Antioquian businessman is considered to be at an equal level to businessmen in the rest of the country.

The word ecology is associated with the responsibility each person has of not contaminating the environment. In her concept, to be ecological is not associated with companies who produce "green products". Rather the concept just involves separating the household garbage.

As stated before, technological advances represent a certain menace, feeling it complicates their life. This makes them non users of appliances with some degree of high technology added. For instance, they do not have a computer at home nor access to internet and do not have a microwave oven, or even use gas as an energy supply for the kitchen range or water heater. Despite this, a stereo system is rarely missing from the home (sometimes a big one), as is a VHS.

#### 4.1.7. Shopping.

The shopping behavior of this woman is particularly susceptible to buying unplanned items. Reasons for this behavior are: whims, cravings, novelty, and in some cases "because products were just on sale". This type of person always takes advantage of sales and usually buys more units of the same product than what is really needed.

Household products are usually purchased at the corner store (or mini-market<sup>3</sup>), and goes to several places before buying, which indicates that she is a bargain hunter. Her preferred way of payment is cash, never asking for a receipt.<sup>4</sup> Despite the preceding characteristic the preference is for products manufactured in Antioquia or national products, even though it might cost more, and very seldom is food purchased by delivery.

She never visits malls or goes out to eat fast food, does not go to concerts, nor to a gym and rarely buys music, books or magazines, and does not have any subscriptions to periodic publications. Since technology complicates her life, she prefers to be attended by a person rather than by a machine, and prefers home made meals instead of TV dinner type meals.

#### 4.1.8. Activities.

Even though she doesn't buy music, listening to it (up to eight hours per week) is an important activity. Going out to "rumbear" (dancing and/or entertainment) is also common, but this activity has been reduced due to the security problems in the city.

3 Distribution system of Colombian retail and latin america's. There are neighborhood stores, minimarkets, supermarkets, and hypermarkets.

4 The purchasing system in Colombia requires the consumer to ask for and keep the receipt. This is for tax evasion control purposes. Most purchases made by this cluster don't involve a proof of purchase. In other words there is not a complete registration of "impuestos al valor agregado" (IVA = sale tax).

## 4.2. Cluster Two: Try Hard Individualist (“Individualista Esforzado”).

### 4.2.1. Demographic Base (13.16% of The Total Study Population)

This sample cluster are adult men and women who are over thirty five years of age. Most of them are married and some admit to living in a free marital status. Almost all are from stratum three, and have a very low education level, most of them having only completed primary school. The women are housewives and the men are employed.

### 4.2.2. Self-Perception

Considering themselves in extreme solidarity, good persons and faithful, there is an emphasis on being responsible in their jobs and tasks or anything pertaining to their home. They have resigned themselves to the present economic situation of Colombia and consider that nowadays one works only to pay debts. They are pessimists in regard to the war situation of the country and think work absorbs them, which in turn pulls them away from their family. They agree that the Antioquian devotes more time to their job than to the family.

These self-made people try hard in their endeavors, stating that the only way to succeed is by their own personal effort. Shared effort or team work are not valued and thus present themselves as individualists. Affirming that under no circumstance must rules be bypassed, rules are always obeyed properly. Most of them panic when the idea of death is brought to mind. Due to their low education level they think technology is going to replace man in the work force.

This cluster differs from the usual stratum three characteristics, exhibiting attitudes and life styles closely associated with upper strata. Unlike their base stratum, they go to the theater, to movies, and are associated to some type of social or sport clubs.

### 4.2.3. Ambitions and Goals in Life.

The desire to attaining a lucrative professional career is so strong that if they have not attained this, they demonstrate a longing for it. Their criteria for choosing a job is focused more on job security instead of an overall vision of the country's development. This helps understand their want for being in a higher stratum, but it also depicts their low stratum mentality in terms of education.

### 4.2.4. In Regard to Family.

The family unit is very important for the people in this cluster, preferring to go out for entertainment with their family, and agree that the transmission of family values has deteriorated. When mentioning responsibility issues, it is clearly expressed that if a family remains united, society will consequently be better, and that women ought to care for the children.

Referring to work, it takes time away from the family unit, and working mothers only leads to a lack of control over children. The elderly or elders are considered to have authority, but admit that the parents are not always right and that dialogue must exist between parents and children in order to come to terms.

Women should also be in charge of household decoration, housekeeping, and the grocery shopping. Men, on the other hand, ought to purchase electric appliances, repair them, manage money, and pay bills. The men in this cluster do not accept that women should have the same responsibility in regard to household expenses and think that women should be the ones to decide where the children are going to study.

### 4.2.5. Peer and non Peer Relationships

The perception that men and women are very different and that each one has different roles and responsibilities within society appears to be relatively traditional. Men in this cluster think

that women have to be dedicated to the household. And women think that men should have nothing to do with traditional household activities (cooking, grocery shopping, cleaning, etc.).

Women see men as being capable of demonstrating their feelings, affections and emotions, and are more oriented towards the family; especially compared to the traditional Antioquian man of the past.

Friendships are considered important in life, usually visiting their friend's house at least once a week, and most are developed through neighborhood relations or the workplace. Rarely are they developed through the religious community, or social clubs.

**4.2.6. Surroundings (Situational Variables).** As far as environmental consciousness goes, there is no interest in any literature pertaining to the topic, and are not sensitive to buying environmentally sound products.

This cluster also displays a certain fear when it comes to technology, believing that man will eventually be replaced by machines, thus leaving them without employment.

Convinced that the war Colombians are living is endless, an ambience of pessimism and resignation abounds. Lives revolve around work and only work, blaming insecurity for this. This cluster has decided to face up the reality of the present economic situation of the country and claim that Antioquian politicians are more honest than those in other states of the country. But also recognize the lack of leaders.

#### **4.2.7. Shopping.**

When it comes to shopping, there is a noticeable distinction in the decision making process between the man and the woman. For example, in purchasing a car, the majority maintains that it is a decision the man makes.

But in some cases you can see a tendency in the change of participation by the woman: "Honey, what color would you like the car to be?" Affirming that when shopping for specific products they stray and buy other products, with excuses like "the item was on sale" or "I just had to have it". They are very susceptible when it comes to sales, buying more than needed just about all of the time. The variations of consumption during the last year indicate that they have consumed more clothes, footwear and products of personal hygiene. There has also been an increase in the consumption of meat, milk derivatives, cigarettes, candies, and pastry, but also in stress medication. This group also shows an increase in the purchasing of vegetarian products. The lifestyle can be seen through the increased purchasing of pre-cooked products instead of those that have to be prepared in the house. This cluster prefers to pay most of their purchased goods via credit card and tend to buy everything in one place, therefore not allowing them to attain the best prices. In some occasions they are limited to buying only the necessary products. As retail shoppers, prefer to buy their food in large supermarkets and like to call out for delivery at least once a week.

#### **4.2.8. Activities.**

Men have the responsibility of paying the bills, but in certain circumstances women also take on this responsibility. Most of them don't like to go out partying, but usually go to the movies. Around 25% of them state that they have increased the frequency of going out.

### **4.3. Cluster Three: Success Climbers ("Escaladores de Éxito").**

#### **4.3.1. Demographic Base (19.30% of The Total Study Population)**

This group is conformed primarily of women between the ages of twenty six and thirty five years old. Their social status is distributed between married women as the head of the house-



hold, single women or those who live next their significant other, and other women who live with an average of three or more people and whose income ranges between \$300 and \$1000 dollars monthly. They come from all the social economic strata used as population base for this study. For the majority of the women discussed here, the maximum level of education achieved is that of a technical character.

#### 4.3.2. Self-Perception

They see themselves as being responsible, honest, faithful, tolerant, and overall good people and are extremely happy when achieving personal, family, and professional goals. Group work is valued highly and are conscious of what can be achieved through it. This means that for the group to be successful there must be an equality of the genders, and consider that each sex is responsible for the accomplishments of the group.

Maintaining relationships with friends is considerably important. It is common then to have frequent get-togethers at home. With respect to values, there is a great importance given to the authority of elders, believing that it is better to count on the elder's past experiences to predict future events. The believe is strong that the reason why society is deteriorating is because of the change in values.

Women of this cluster are considered to be modern due to the fact that they also take on the responsibility of maintaining the house. A great fear of theirs is that they will not be loved. Another is the idea of death. They are also very pessimistic towards the situation of the country, on occasion accepting the fact that certain rules must be changed in order for society to function correctly. This demonstrates an open mindedness that still respects the traditions they believe are important to conserve.

#### 4.3.3. Ambitions and Goals in Life.

This group of people is characterized by their

principal aspirations in life, which are obtaining peace and tranquility and forming a harmonious family. Another desire seems to be that of feeling useful in life. This has to do with the overall feelings they have towards society and group work. They consider personal satisfaction important, when deciding on a career. This would have to do with the need they have to feel good about themselves.

#### 4.3.4. In Regard to Family.

Family is valued highly. It is considered to be the nucleus of society. This can be seen in the dedication to spend time with family, at least twelve hours weekly, and the preference to do extracurricular activities with family members. They firmly believe that societal development is better when values are respected, and if families stick together society could be better as a whole. It is also deemed as truthful, that families of the past taught better values.

Even though they value family and admit that work drives them away from it, the Antioquian is more work orientated than family orientated. This is reflected by the amount of time spent with each. Yet, they live with a constant conflict, which has to do with the increase of working mothers. They think that a mother tends to lose control over her child's education when she decides to work.

#### 4.3.5. Peer and Non Peer Relationships

The roles that each gender plays in the household is viewed in the following manner: both have the responsibility of keeping house, talking care of the kids, cooking, managing finances, decorating, automobile shopping, grocery shopping, choosing the children's education, buying electrical appliances, paying the bills, choosing a home, and vacationing. The only differences that seem to be apparent have to do with appliance repair, which is considered to be more of a manly task. All of the above confirms the fact that this group believes the males have just as much responsibility to participate in the house-

hold chores as women do. That ratifies the idea behind gender equality. Another aspect to take into consideration is that they dedicate at least two hours a week to socializing with friends.

#### 4.3.6. Surroundings (Situational Variables).

The Antioquian realizes that there is a severe economic crisis in the country. This leads them to believe that nowadays, people are only buying the bare necessities, and believe that work is done only to pay off debts.

When asked about politics, the general opinion is that in the political system there exists corruption. Associating politics and economics, the country's political instability affects them greatly. Their views are pessimistic in that they believe the internal war will never come to an end.

From the socio-cultural point of view, it is perceived that Antioquian businessmen are better leaders than businessmen in the rest of the country. The opinion of today is that the Antioquian is more successful than before.

That technology will replace man in the work force is generally agreed on, even though these advances represent improvements in life stands. The word "ecology" is associated with the responsibility each individual has not to contaminate, and this behavior is accepted as their own, and an orientation of sensitivity towards group is demonstrated.

#### 4.3.7. Shopping.

Although the consumer of this cluster values the positive aspects that technology can bring, they still tend to believe that being attended by a human being is preferable. They are sensitive to impulse buying and admit that when they go out to buy something specific, they end up buying something else. The reasons for this behavior are on a whim, desire, price, or if the product is on sale. They normally don't tend to give into fads or suggestions from others. They

are not susceptible to buying a product through influence from others or because of a fad.

The variations in consumption during the last year demonstrate a tendency to maintain the same consumption for such products as meat, dairy products, sweets, junk food, pain killers, personal hygiene, movies, music, books, magazines, subscriptions, liquor and car trips. Also, consumption remains the same for cigarettes, canned goods, vegetarian products, shoes and clothing. Two things that are descending rapidly are partying and going out to the movies. The preference is also to buy everything in the same place even if they don't obtain the best price. Not considered sale hunters, they will take advantage of a sale, and prefer to pay in cash.

Their personality can be characterized as being practical and independent when it comes to shopping. Fashion and what is in style do not define them. The preference is for comfortable clothes even if it is not the latest fashion. They are also conscious of ecological values when consuming. They are in favor of buying a product that does not contaminate the environment even if it is a bit more expensive.

#### 4.3.8. Activities.

Amongst the activities that better characterize this group are listening to music with an average frequency of three hours weekly, going out to eat fast food once per week and, in the same proportion, have gone to elegant restaurants. In addition, they go to a bookstore from one to three times during the last month.

### 4.4. Cluster Four: The New "Paísa"<sup>5</sup> ("El Nuevo Paísa").

#### 4.4.1. Demographic Base (20.09% of The Total Study Population)

This group is conformed mainly of men that belong to either stratum four or five. The age group is between 18 and 25 years old. Some are

currently attending college, obtaining a Master's Degree or have achieved a level of study higher than a technical one. Even though most are still in school, those who are employed have a monthly income that exceeds US\$500. (One should take into account that the income at higher levels is rarely confessed). These men tend to be single and their nuclear family is normally of 3 to 5 members.

#### 4.4.2. Self-Perception

The most extraordinary characteristic of this group is that they consider themselves as being solid, tolerant, honest and overall good people. Out of all the groups discussed, they are not really homebodies, are very friend orientated and like to organize a lot of get-togethers at home. Highly sociable, yet responsible with their homework, they are happy with themselves, but are afraid that they will not feel loved and afraid of making mistakes in life.

They trust the country and its institutions and are more optimistic than the other groups. The changes that have occurred in society are independent of whom they are. Due to this, the belief is that the future should not be controlled by what past generations have done. As for society and traditions, they do not agree that it is important to maintain them the way they are. According to their concepts they believe that depending on the situation, it is O.K. to bend the rules; but at the same time, that the rules shouldn't be changed. Ironically, believing that society as a whole has deteriorated in terms of values, they believe everything can be bought with money.

This group is generally flexible when it comes to societal changes. For example some consider abortion an option for an unwanted pregnancy.

#### 4.4.3. Ambitions and Goals in Life.

Their greatest aspiration in life is professional success. The career chosen is one that will provide satisfaction not only for themselves but also for their country. They do not choose a career based on whether it will bring them more money or if it is in style.

#### 4.4.4. In Regard to Family.

Despite not considering themselves homebodies, they value their families, and do not agree that the Antioquian dedicates more time to work than to family. Simply put, work is assumed as another component of family life. This is why they do not seem to be affected by its presence in the home, and just see it as a new style of family living.

Their modern points of view are shown in accepting, even if not quite in agreement with, the fact that when mothers begin to work, the control over a child's education is lost. The feelings are the same towards the belief that families of the past taught better values. But emphatically disagree with the idea that their parents are always right.

#### 4.4.5. Peer and non Peer Relationships

As it has been said, this group is very sociable and frequently visit their friends' houses. They admit to going out at least seven times a month to visit friends and spending at least eight hours weekly with them. The majority of their friends are from grammar and high school or college. Friends also come from sports and hobby related activities. These two groups of friends are the people they prefer to go out with to have fun.

As for male-female relationships, they believe that decisions should be made mutually, for example, when it comes to paying the bills, taking care of the kids, deciding where the kids should study, buying a house, buying a car, grocery shopping, cooking, taking care of household chores, vacationing, buying, and repairing household items. They believe that

<sup>5</sup> Paisa is a word that describes Antioquians in a more colloquial manner.

men are more affectionate nowadays than in the past.

Also, it is a belief that men are now driven towards having more affectionate relationships. This group does not differentiate affections between men and women, and think that men demonstrate their affection with gifts and warm words. When the time comes to go out and have fun, they prefer to do it with their girlfriend. Yet, at the same time they also like to go out with their friends; which is done frequently. They agree that women have just as much responsibility as men do when it comes to household expenses. The idea is that there is no gender difference when it comes to responsibilities.

4.4.6. Surroundings (Situational Variables). This group accepts the role technology plays in the world today. It has been a part of their lives and agree that it facilitates many aspects of daily living. They don't think that it's going to replace man in the work force, which proves that their positive feelings towards technology are because it has been a part of their lives.

Being ecological is something that is internal. To them, being ecological has to do with consuming products that have been manufactured in a conscientious manner, without contaminating the environment. The use of the product must not harm the environment either. Being ecological also involves not littering. This proves that they understand being ecological on three different levels. They also confess that they associate the word ecological with the study of living things and their relationship with the ecosystem. The responsibility of taking care of the environment is a task they believe that government, companies and everyday people should take up equally.

This group is highly optimistic and has faith in the country. However, they do admit that

their lifestyles have been affected, especially their weekend outings. There is a belief that the Antioquian businessman is the leader above all the businessmen in the country. The thinking is that the drive of the Antioquian has remained the same as it has been in the past.

On the subject of politics, they define it as the art of governing. It is a common belief among the paisas that the Antioquian way of going about politics is the most favorable. Also, that its politicians are better leaders and more honest compared to other politicians in the country. Admitting that the country is going through a rough time, their attitude towards the situation is positive and spread hope to those that surround them, which shows an agreement with the concept that Colombia is a country going through a never-ending war. Economically speaking it is said that the situation does not affect them much, only in that they have had to reduce their number of outings.

They don't agree that one only works to pay the bills, but do consider the fact that many people are not as well off and can only buy the bare necessities.

#### 4.4.7. Shopping.

The people that belong to this group are characterized by buying things that they didn't necessarily plan on buying. They confess to buying things because of desire in most cases, fads and price, but not because the product is on sale. Their shopping habits are defined by preference of shopping at the supermarket. Products are not bought based on hearsay and rarely prefer imported products over national ones. Sometimes they do like products that come ready over those that have to be prepared, which shows favoritism to fast foods.

They enjoy ordering in, and admit to doing so at least six times in the past month. Even though they manifest the need to pay in cash, most of the time there is a tendency to pay

by credit card or with a debit card. With respect to consumption variation, in the past year there has not been an increase in many products. The products that have increased slightly are liquor, music, and canned goods.

The same consumption of such products as meat, dairy products, shoes and clothing has been maintained, as has the consumption of vegetarian products. In the past year there has been a reduction in the sale of books and magazines, even though others admit that the consumption of those products has increased. The same observation for subscriptions is made, and movie rentals have also decreased. They admit that they don't consume painkillers.

In very few cases, some only buy the necessities and sometimes compare prices in many places before buying what is needed. This behavior is not the norm because they do disagree with buying a product without a receipt. This demonstrates their strictness with complying with tax laws. They will buy an ecological product even if it costs a little bit more which confirms their ecological attitudes discussed before. Purchases are made on impulse when there is a sale and if the price is good, and sometimes more than the necessary is bought. The preference is to shop in the places that they visit frequently, and they dislike it when a supermarket changes the location of the products.

#### 4.4.8. Activities.

The use of modern communication technology is part of daily living for this group. Almost all have internet access, and is the only group that has this characteristic. The access is from home, school and work, and admit to surfing the web more than four hours weekly. Since most are students, they are characterized by going to the library at least twice a week and have visited bookstores at least three times in the past month. Going out to the movies has remained the same in the past year, and during the last month, they

have gone at least three times. The same goes for attending sporting events. They are characterized as partygoers and vacationers, and are orientated towards comfort, and the easiness of fast food. In the past month they have gone out to eat at least twice during the week and have ordered-in almost six times. They do not just go out to have fast food, but also enjoy going out to elegant restaurants a couple of times a month. This group is mostly inclined to going shopping at malls at least twice a week and go out clubbing between one and three times a month, although an important part of this cluster has surpassed those times. They also go on weekend outings away from the city at least once a week, even though during the past year this frequency has been reduced. The interest in other areas of entertainment such as concerts and social events is very high, and are in favor of going to the gym and dedicate at least six hours weekly to sports, and also at least eight hours to listening to music. Since they are orientated towards friendships, they like to organize get-togethers at home. They also visit their friends on a frequent basis.

#### 4.4.9. Final Comments to The Cluster Profile.

With respect to home furniture, this group enjoys comfort. Most have a computer at home and some in their own bedrooms. Lots have microwaves, stoves and gas heaters. VCR's and stereos are standard, and many think it is important that their bedrooms have the same. The most common means of transportation is their car or the Metro.

#### 4.5. Cluster Four: The Mature Rational ("Maduro Racional").

##### 4.5.1. Demographic Base (21.68% of The Total Study Population)

The members of this group are adults, male and female, that are past forty years of age. Most of them are married and belong to stratum three. Their family income does not exceed \$300 dollars a month.

#### 4.5.2. Self-Perception

The people of this group are homebodies, and are very local. Family is very important to them. Their religion is predominantly Catholic, and their attitude towards change is very rigid. They admit their unwillingness to stay at home if the other partner in the relationship goes out. This proves their very strong tradition. When it comes to objects, they don't like to move things out of their place; that way they can maintain the status quo of the environment. They have given in to the economic situation, and have a pessimistic view.

#### 4.5.3. Ambitions and Goals in Life.

If they were to choose a career, the criteria would be based on money. They would pick one that would bring them the most amount of money.

#### 4.5.4. In Regard to Family.

For them, family is above everything else. It is the center of everything for them. This is why they tend to dedicate a good part of their lives to it, and do not agree with the idea that the Antioquian should dedicate more time to work than to family. When they go out for amusement, the family is always present, but they prefer to stay at home watching TV.

#### 4.5.5. Peer and non Peer Relationships

They feel that today's man centers his affections towards the family, reiterating the importance of family to them. Their very "macho" attitude is revealed when their spouses go out with their friends. This group does not have long lasting, strong friendships; they do not visit their friends' houses frequently, and rarely organize get-togethers.

#### 4.5.6. Surroundings (Situational Variables).

They agree that there is a sense of insecurity in the country and admit the situation is difficult. Their jobs are mostly affected by this insecurity. They accept the economic situation as well as the idea that one does only work to pay the bills. Believing that Antioquians are less in the

business field they actually feel that they are less in stature; the same goes for Antioquian politicians. They believe that saving the environment is an individual responsibility and only a few relate the word with such a responsibility. However, they do not take into consideration that being ecological means not to litter.

This group is the most religious, going to church more than the other clusters, at least seven times a month or more. They also recommend Catholic marriage as the most proper way for a couple to rectify the relationship.

#### 4.5.7. Shopping.

This group is not very sensitive to sales. When shopping, they only buy what is needed and will never buy an unnecessary item for price, fads or sale. They are not willing to buy ecological products and never buy more than the number of items needed, even if it is on sale. They show a great preference to buying only products needed for nourishment and that are to be made at home. They also have a fondness for national and local products. They would much rather stay at home than go to a shopping mall and don't like fast food, do not go clubbing, and don't have internet access; nor do they rent movies or drink liquor. They generally pay with cash and do not like to buy things over the phone.

#### 4.5.8. Activities.

The members of this group are introverts and like to stay at home. Their entertainment is watching TV, are addicted to it and watch more than twenty five hours a week. The other activity is church going, at least twice a week. They travel by bus and are reluctant to having technology as a part of their household.

## 5. Sampling Procedure

### 1. Population:

1.1. Sampling element: The adult inhabitant of the city of Medellín from strata 3, 4 and 5.

### 1.2. Sampling units: Multistep:

- First step: Stratified by social-economic strata 3, 4, y 5.
- Second step: Neighborhoods within each stratum. Elected from the compiled list per stratum by simple random sampling using random numbers generated with Excel software.
- Third step: Blocks: By simple random sampling from maps of each neighborhood.
- Fourth step: Houses in each block: Four random houses in each one.

1.3. Extent: The city of Medellín.

1.4. Time: Field work was performed in August and September of 1999.

2. Sampling frame: Residential area map from the city of Medellín.

### 3. Sample size:

Confidence level = 95%. ( $Z = 1.96$ )

Error =  $E = 3\%$  (2.903%).

$s^2 = \text{Variance} = .25$  for even distributed dichotomous variable.

$n = (Z \times S / E)^2 = 1.140$  elements.

Sample distribution proportional to stratum population.

STRATUM	Ni	ni	Neighborhoods	Blocks	Homes	ni (actual)
3	596626	684	21	8	4	672
4	286943	329	16	5	4	320
5	110983	128	8	4	4	128

## 6. Conclusions:

The phrase "Think global and act local: glocal", so widely spread by Levitt, Kotler, and other researchers in marketing, is no longer just a simple theoretical concept, but a basic principle that illustrates the necessity to deeply know the characteristics of the target market, relying on the essential elements of each culture, which in turn facilitate the development of the necessary tools so that countries and companies may reach their objectives profitably. This makes pertinent the purpose of understanding the consumer's particularities, similarities and differences amongst other regions and cultures. This understanding permits the offering of more efficient goods and services, which will potentially satisfy the needs of the consumer.

We must understand that the globalization process does not standardize consumption. Instead it creates more differences and variety and a multitude of differences. Amidst all this global integration we must not lose sight of the ever changing behavior of our consumers.

This research on the adult Antioquian consumer is based on the premise that consumption is a human behavior in which general habits of purchasing are influential factors in the shaping of the Antioquian consumers' mentality and activities within their daily routine. Therefore purchasing is viewed as a manifestation of the interactive nature of the individual, which can better be understood by comprehending the set of variables that describe the behavior of the people who are being analyzed. It is important to note that it is the intention of the study to offer descriptive criteria rather than explanatory criteria.

We start off with the demographic characteristics and head to an in depth analysis of daily activities such as work, free time, social events, and interests in terms of preferences and priorities having to do with family, recreation

and community. We then end with consumer opinion about politics, economy, culture, and ecology.

The study here concentrates on stratum three, four and five due to percentages of population that they represent. Strata one and two were not taken into consideration due to the difficulty in gathering information and their low purchasing power. Stratum six was not considered because of their low percentage representation.

The study identifies five large clusters with the multivariate analysis:

1. Cluster one: disappointed housewife: (“hogareña contrariada”).
2. Cluster two: try hard individualist (“individualista esforzado”).
3. Cluster three: success climbers (“escaladores de éxito”).
4. Cluster four: the new “paisa” (“el nuevo paisa”).
5. Cluster four: the mature rational (“maduro racional”).

This data represents a step beyond in our knowledge of the Antioquian consumer, thus allowing each company to analyze their product segment accordingly. This type of research should and will continue in order to learn in depth the particularities of our consumers. Studies like this not only improve the academic sector, but the commercial sector as well.



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